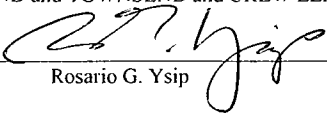


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PATENT  
Attorney Docket No.: 16222U-015600US  
Client Ref. No.: P-00881

TOWNSEND and TOWNSEND and CREW LLP

By: \_\_\_\_\_

  
Rosario G. Ysip

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Ayman Hammad, et al.

Application No.: 10/676,848

Filed: September 30, 2003

For: METHOD AND SYSTEM FOR  
MANAGING CONCURRENT SKU-  
BASED REWARDS PROGRAM

Customer No.: 66945

Confirmation No. 3759

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

AMENDMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 31, 2008, please enter the  
following amendments and remarks.